



NOTICE OF DECISION

January 24, 2019

RE: DR18-97 Hale Theatre Heritage Sign Plan

Dear Applicant:

Staff has reviewed the revised drawings received for Administrative Design Review regarding the Hale Theatre Heritage Sign Plan Application (DR18-97). Staff has made the following findings:

- The project is consistent with all applicable provisions of the LDC and applicable design guidelines;
- The project conforms to the General Plan, and specifically to the Land Use, Community Design, and Environmental Planning Elements;
- The project is compatible with adjacent and nearby development; and
- The project design provides for safe and efficient provision of public services.

Based on the above, staff has approved this Administrative Design Review with the following information and conditions:

- Heritage Sign Plan: The proposed Heritage Sign Plan is for the Hale Theatre Building located at the 50 W. Page Avenue within the Heritage Village Center zoning district.
- The current Hale Theatre building includes an existing 10,925 sq. ft. entertainment theatre. A recently approved expansion of the building is yet to be constructed and will increase the size of the building by 10,891 sq. ft. and consist of a new office/art studio (3,423 sq. ft.), a dance studio (3,117 sq. ft.), an office/storage area (3,332 sq. ft.) and a retail expansion area (1,019 sq. ft.). When completed the entire building will have a total of 21,816 sq. ft. Based on the exhibits in the sign plan all new suites and the existing theatre building will have wall signage. Wall signage for the theatre will also include new LED digital displays that will be installed on a new marquee over the main entrance off Page Avenue and digital poster cabinets on either side of the marquee. In addition to all signage art murals will be painted on various walls of the building.
- The Hale Theatre building has 163'-4" of linear frontage on Page Avenue, its longest elevation and will allow for double frontage, providing for 489.99 sq. ft. of allowable sign area. In addition to the allowable sign area based on the longest linear frontage Staff has approved a 25% bonus that will allow the theatre to have a maximum total sign allowance of 612.5 sq. ft. which will be spread out on all sides of the building.

- Sign Types: As proposed in the Hale Theatre Heritage Sign Plan the proposed sign types include illuminated and painted wall signage, reverse pan channel halo illuminated signs, pan channel exposed marquee bulbs, pan channel exposed neon and LED digital displays. General signage locations by tenant user suite/lease area are identified in the Hale Theatre Heritage Sign Plan exhibits.
- Signage Colors and Materials – colors and materials may vary based on tenant user colors for all tenant suites.
- Sign illumination – illumination will consist of a number of different illumination methods such as exposed neo, marquee bulbs and halo illumination. Signage illumination will be permitted as identified in the Hale Theatre Heritage Sign Plan exhibits.
- The proposed Heritage Sign Plan for Hale Theatre will comply with all signage requirements of the Land Development Code (LDC), Article 4.4 – Sign Regulations and 4.4013, Heritage Village Center Zoning District Sign Regulations.

Staff has approved your request with the following conditions:

1. All signs shall conform to the exhibits approved with this request. All exhibits are stamped administratively approved on January 24, 2019.

If you have any questions regarding the above, please contact me at (480) 503-6812.

Sincerely,



Keith Newman,
Planner II

Attachments:

Hale Theatre Heritage Sign Plan stamped and dated 1/24/19

HALE CENTRE THEATRE

COMPREHENSIVE SIGN PLAN

2019-01-02

REVISED: 2019-01-23



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APPROVED
Administrative Design Review
Case # DR18-97
Date 1/24/19

NARRATIVE

Hale Centre Theatre
50 West Page Avenue
Gilbert, AZ 85223

Project Description:

The existing Hale Theatre is proposing a facade remodel to update its presence within the evolving and growing Heritage District. The project was approved by design review on June 21, 2018.

This comprehensive sign plan is for the general approval of the overall sign planning, general sizing of signs over the life of the project. From tenant signs, art work and the new Theater Marquee. Each individual sign and Art Piece will be submitted individually for permit. The sign plan incorporates all of the goals and intents of the Heritage District and will demonstrate all conditions such as placement, size, design features and material complies with all requirements set forth in Article 4.4 Sign Regulations.

The designs of all wall signs shall be limited to: hand painted, reverse pan channel, non illuminated or illuminated, and pan channel with exposed neon or exposed marquee bulbs.

The sign area is determined by 1.5 times the length of the front building elevation (164'). Hale Theater abuts two streets, Page Ave. and Ash Street. This allows for 2 times the allowable sign area aggregate. The total sign area aggregate proposed will be spread over all four sides of the property. An increase of 25% bonus is requested to allow proper visibility and legibility.

Sign Area Calculation:

(163.33' (Page frontage) x 1.5) x 2 (2 street frontage allowance) = 489.99 Sq. Ft.
+ 25% Administrative bonus for visibility and legibility = 25%

Total allowable Sign Area: = 612.5 Sq. Ft.

In addition to the Theatre and Retail signs. We are proposing areas for Artistic Murals. These Murals will represent the vintage ghost signs typical of early territorial projects. These signs will not have any advertising and will only serve to add another layer of character to the buildings. All Art Murals will be done with Town of Gilbert review and approval.

VICINITY MAP



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PROJECT RENDERINGS



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SIGN MATRIX

	FUNCTION	QTY	MAX LETTER HEIGHT	ILLUMINATION	SUB TOTAL SIGN AREA BUDGET
A	MAIN THEATER SIGN	1	1'-8" x 8' *	R/P/C LETTERS OR NON ILLUMINATED, OR EXPOSED MARQUEE BULBS	14.4 - Sq Ft
B	RETAIL/OFFICE TENANT SIGN	7	2' *	R/P/C LETTERS OR NON ILLUMINATED, OR EXPOSED MARQUEE BULBS	110.5 - Sq Ft
C	SECONDARY THEATER SIGN	3	2'-6" x 14' *	R/P/C LETTERS, EXPOSED NEON OR MARQUEE BULBS	105 - Sq Ft
D	PROJECT SECONDARY SIGNAGE	3	3' *	NON ILLUMINATED	71 - Sq Ft
E	PROJECTING TENANT SIGN	1	10' x 2' *	R/P/C LETTERS OR NON ILLUMINATED, OR EXPOSED MARQUEE BULBS	20 - Sq Ft
F	MARQUEE SIGN	1	4' x 63'-4" *	DIGITAL ILLUMINATED	253.2 - Sq Ft
G	DIGITAL POSTER CABINET	4	4' x 2'-3"*	DIGITAL ILLUMINATED	38.4 - Sq Ft
H	ART MURALS **	7	VARIES*	NON ILLUMINATED OR INDIRECT ILLUMINATION FROM BUILDING MOUNTED LIGHTING	NOT INCLUDED IN SIGN AREA BUDGET

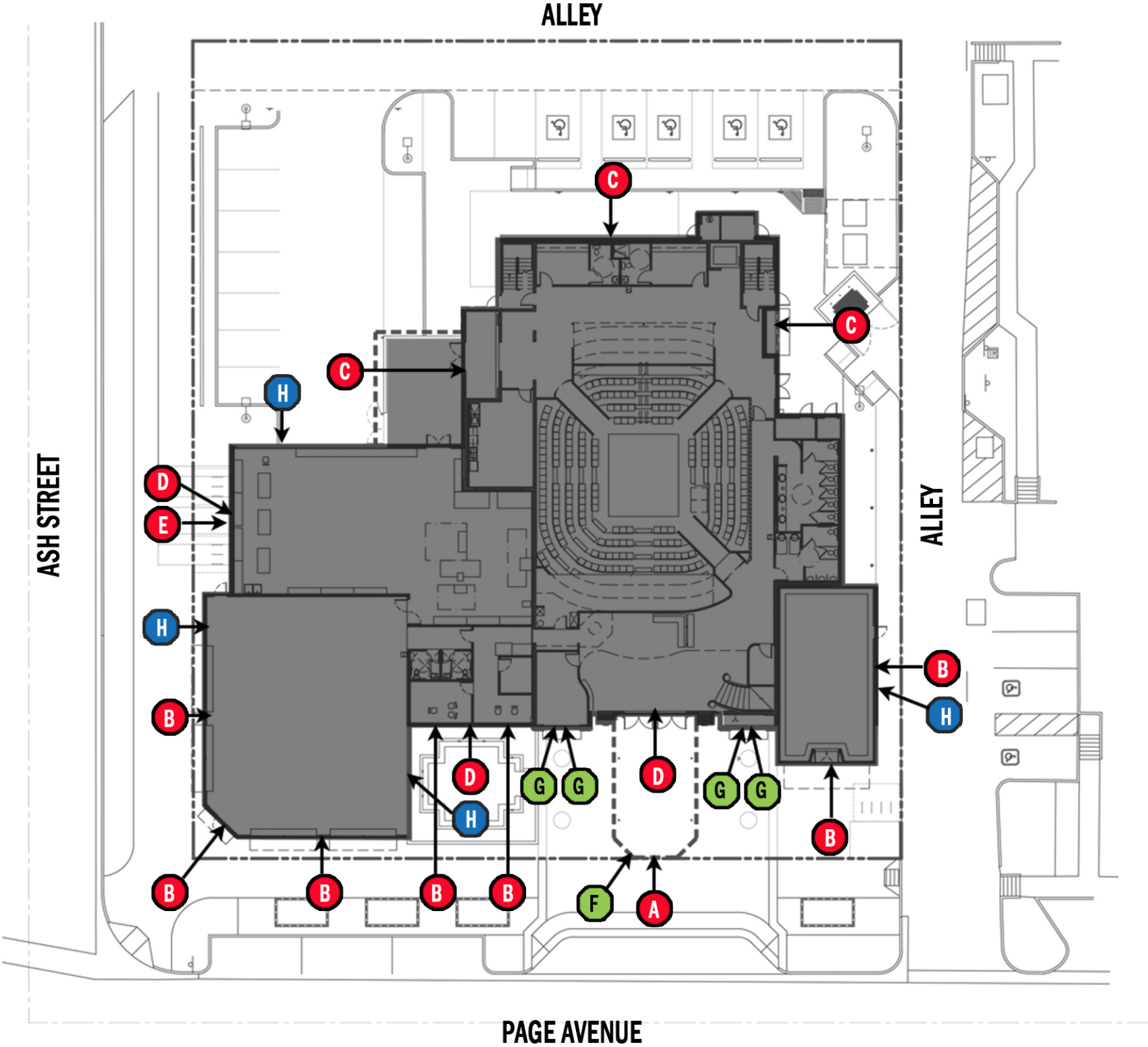
TOTAL SIGN AREA ALLOWED:
(163.33' (Page frontage) x 1.5) x 2 (2 street frontage allowance) = 489.99 Sq. Ft.
+ 25% Administrative bonus for visibility and legibility = 122.49 Sq. Ft.
Total allowable Sign Area: = 612.5 Sq. Ft.

DIGITAL SIGN AREA ALLOWED:
50% of overall sign area (612.5 x 50%) = 306.24 Sq. Ft.

DIGITAL SIGN AREA PROVIDED:
253.2 S.F (TYPE- F) + 38.4 (TYPE-G) = 291.6 Sq. Ft.

*: SEE SIGN ELEVATIONS FOR ENVELOPE SIGN AREA.

SITE SIGN PLAN



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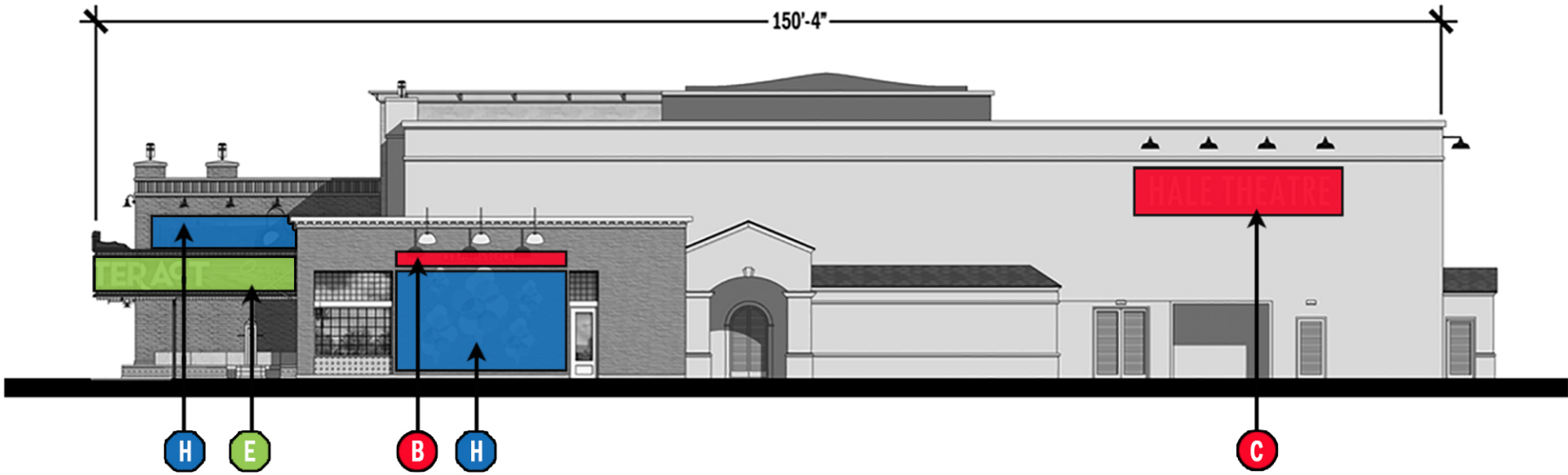
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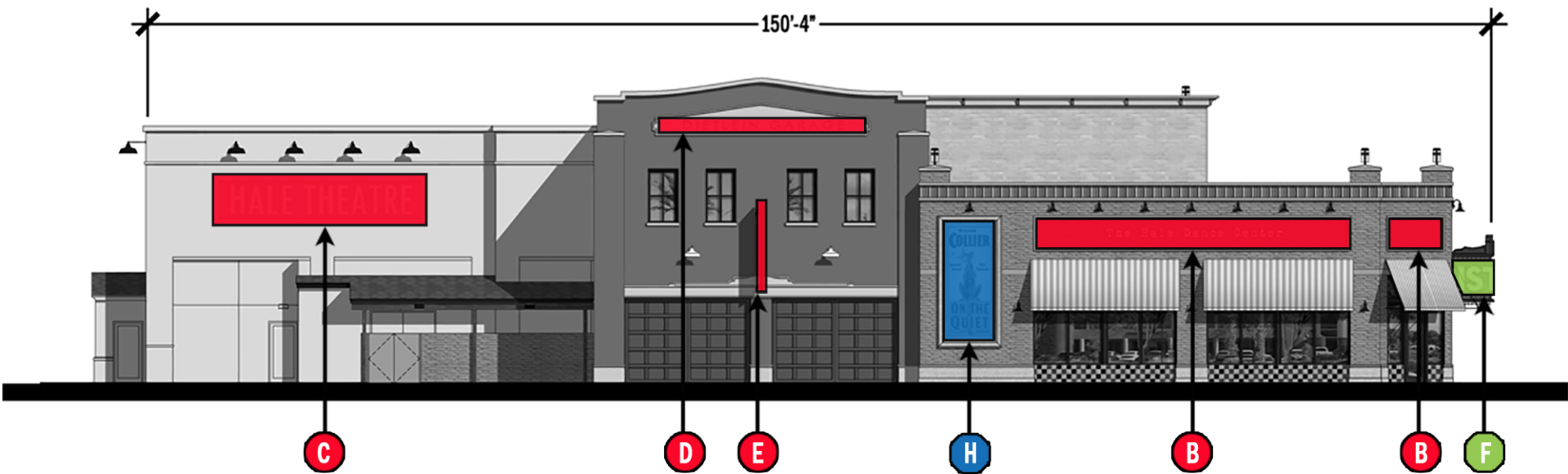
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GENERAL NOTE: SIGN ENVELOPES REFERENCE WHERE SIGNS MAY BE LOCATED BUT DOES NOT REFLECT SIGN ALLOWANCES OR SQUARE FOOTAGES



EAST ELEVATION (ALLEY)



WEST ELEVATION (ASH STREET)

SIGN MATRIX

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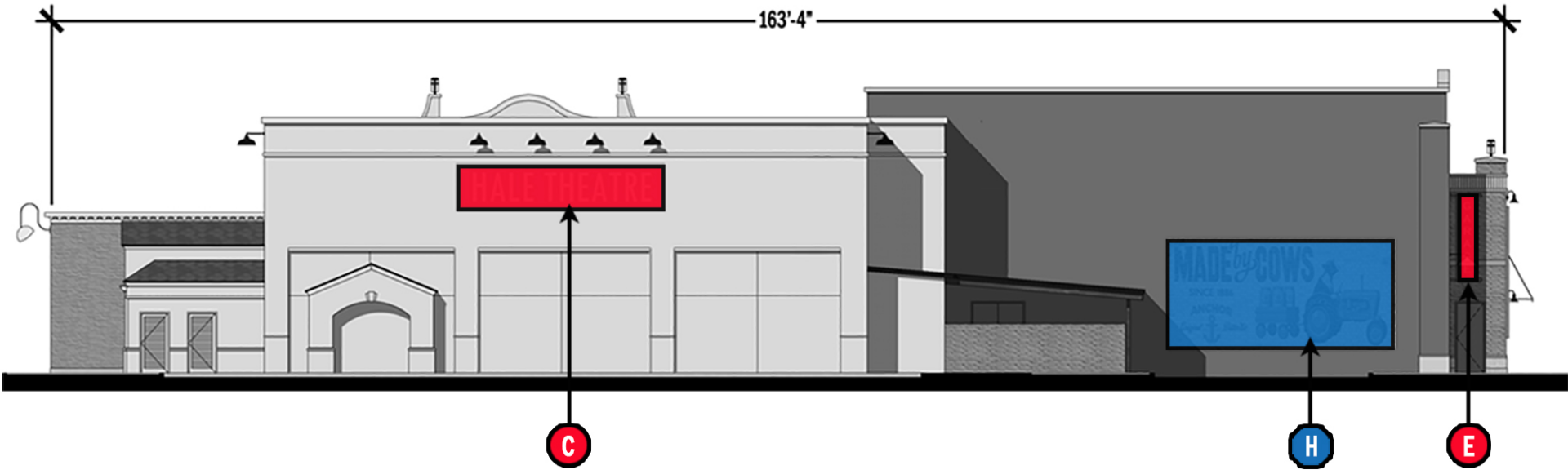
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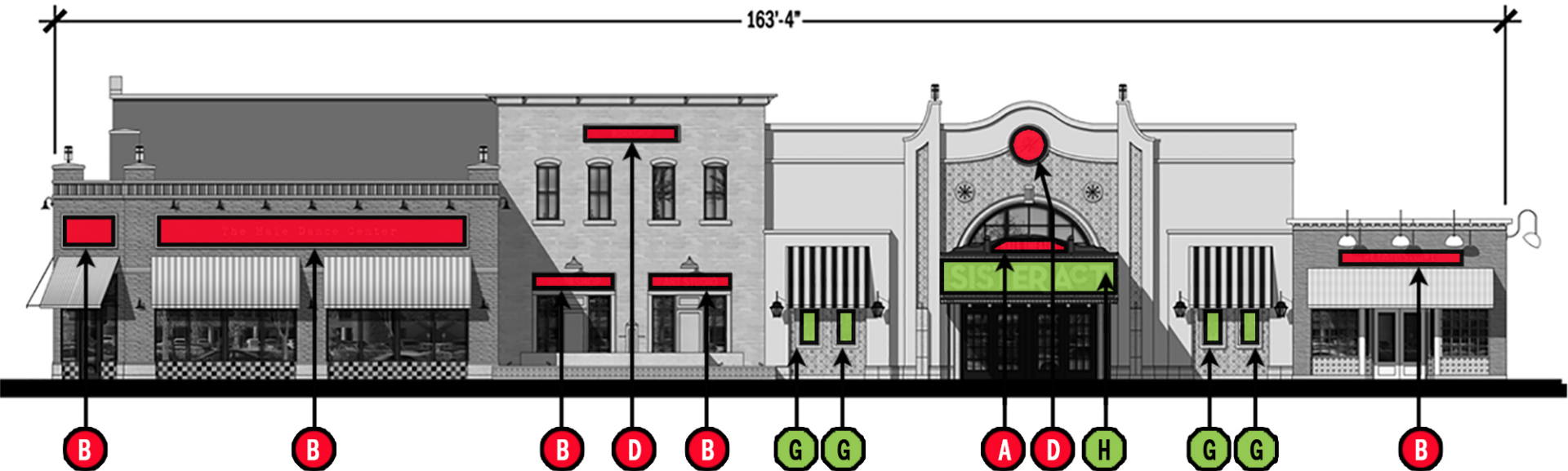
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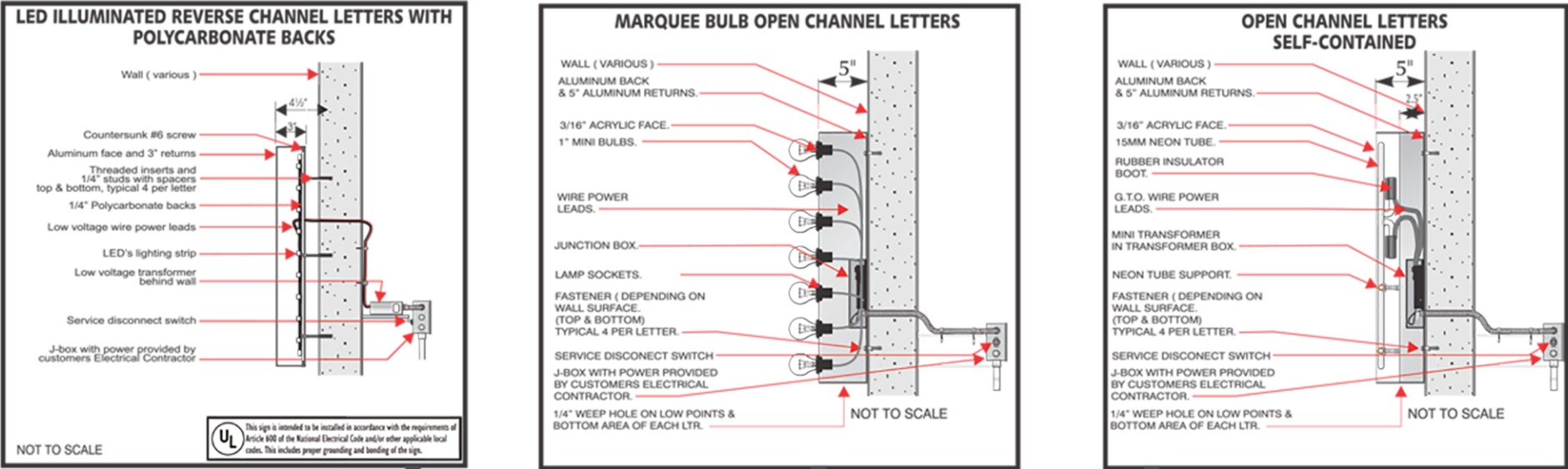


NORTH ELEVATION (ALLEY)



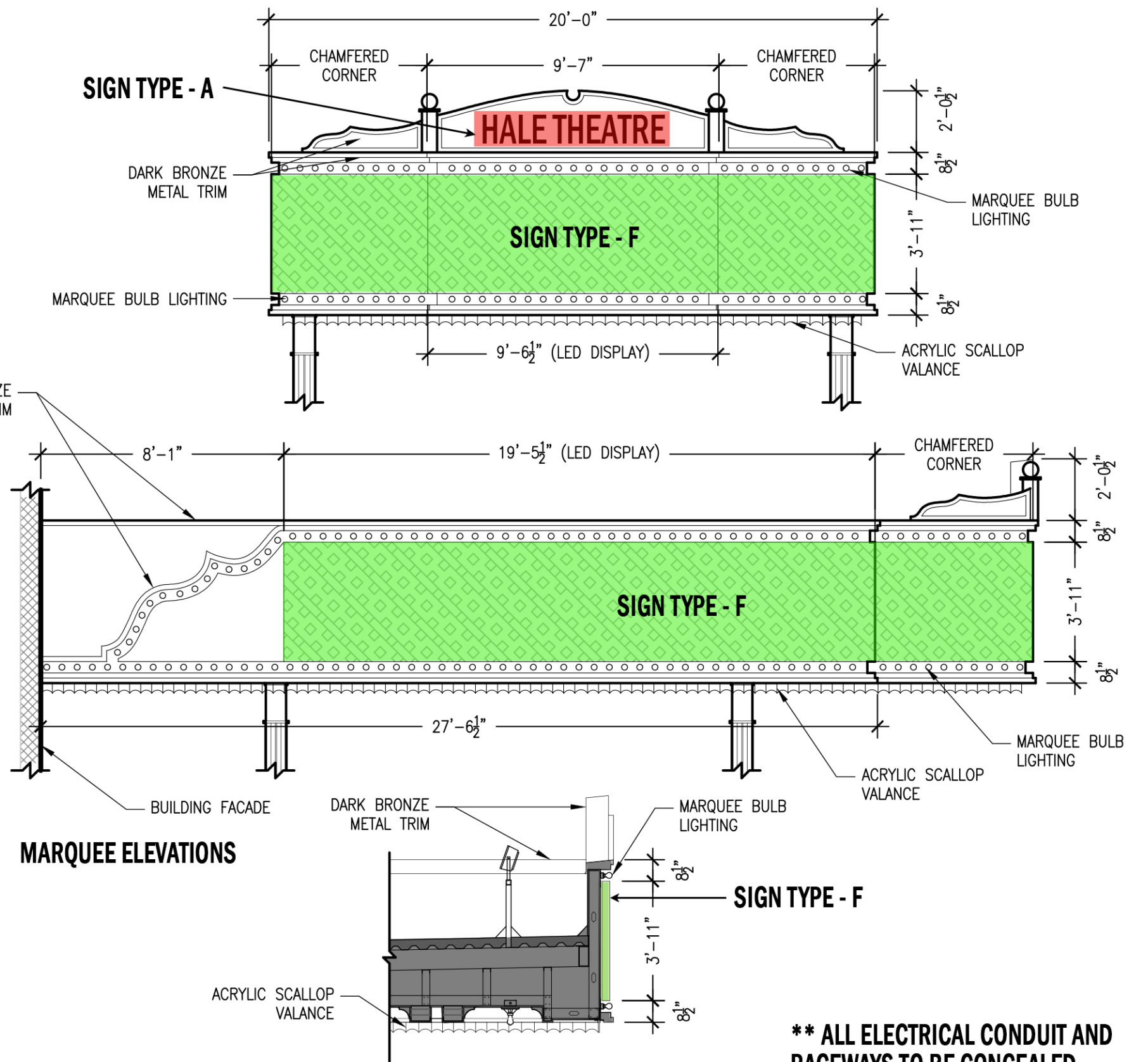
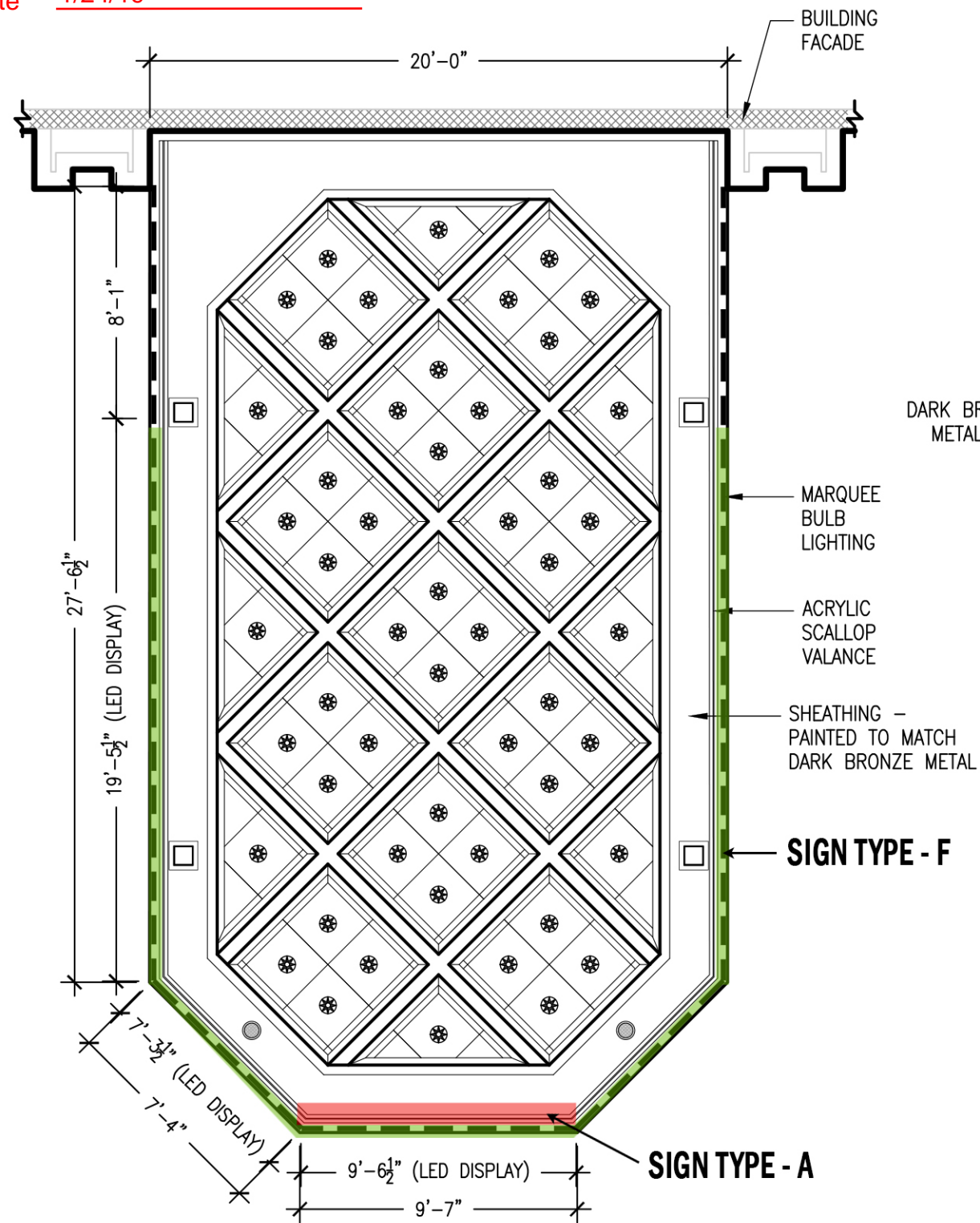
SOUTH ELEVATION (PAGE AVENUE)

SIGN TYPES ALLOWED

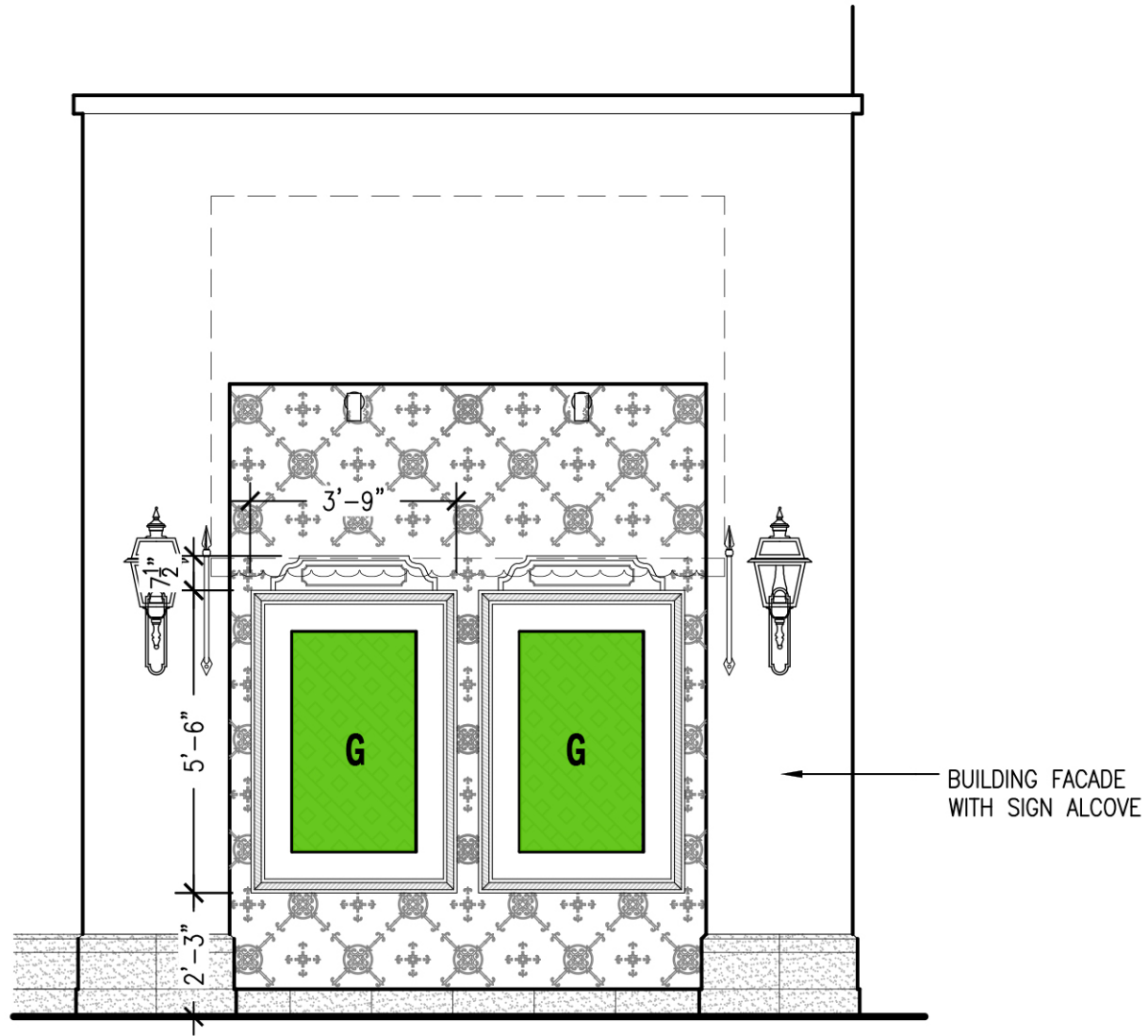


****ALL ELECTICAL CONDUIT AND RACEWAYS TO BE CONCEALED.**

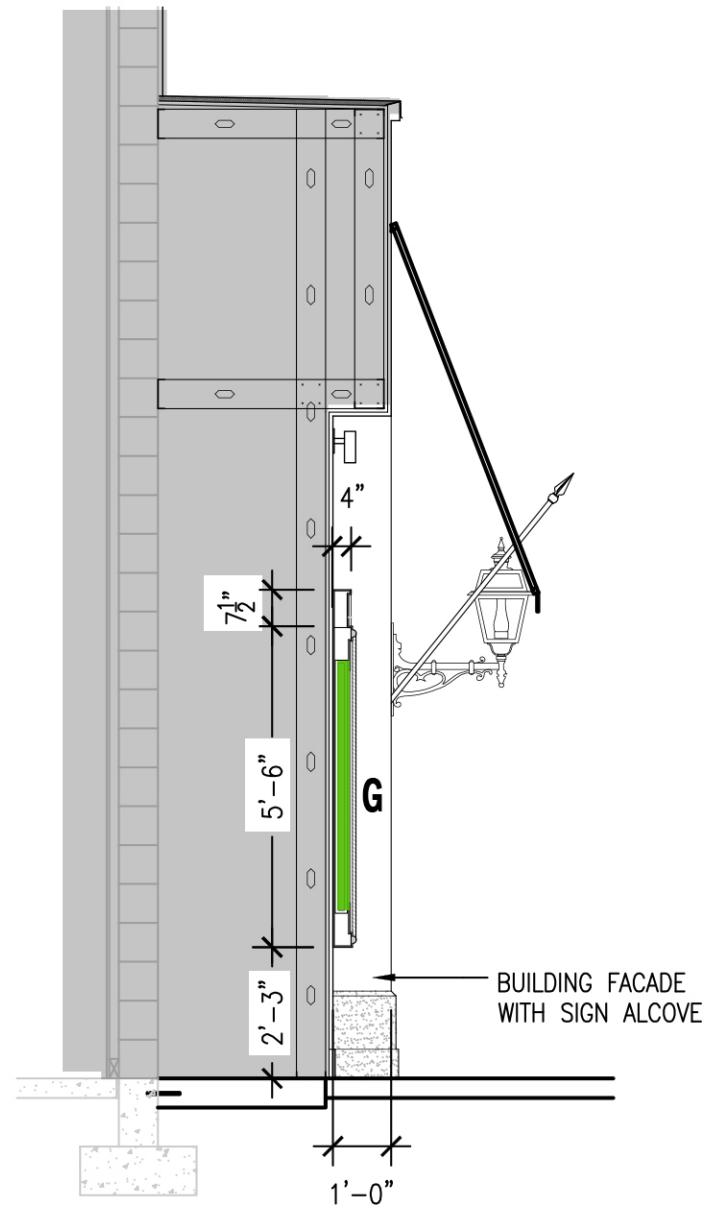
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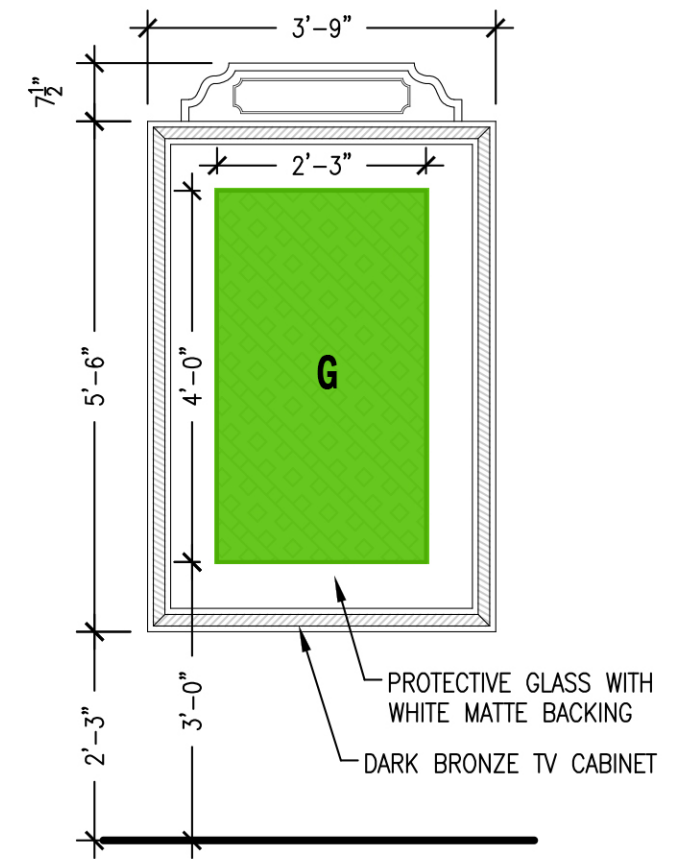
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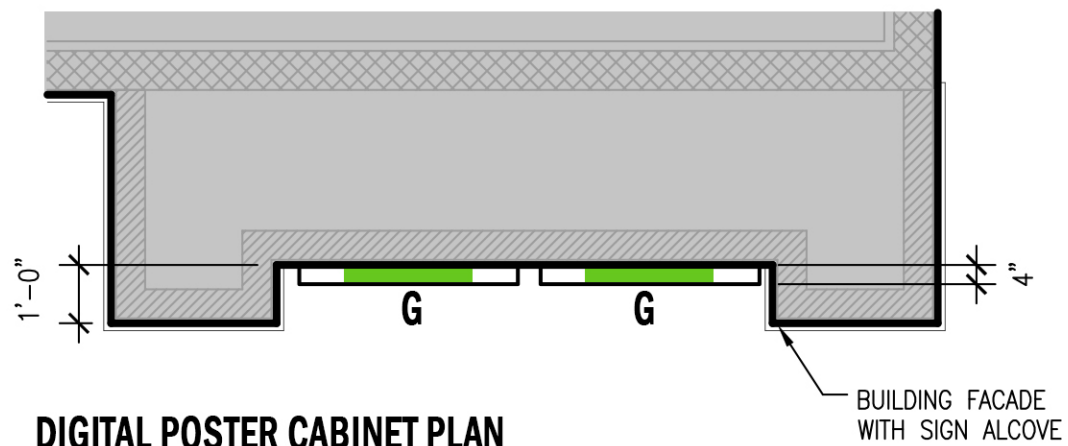
DIGITAL POSTER CABINET ELEVATION



DIGITAL POSTER CABINET SECTION



ENLARGED TV CABINET DETAIL



DIGITAL POSTER CABINET PLAN

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